



WXYZ

ORDER

Print Date 10/02/12 Page 1 of 4

Flight Dates **10/03/12-10/09/12**

Contract / Revision **312683 /** **Protecting Michigan Taxpayers**

Original Date / Revision
09/26/12 10/01/12 Agency Com 15%
Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **1053**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	58	\$124,270.00	\$146,200.00	0.00	10/01/12	10/09/12	58	\$124,270.00	\$146,200.00
Totals	58	\$124,270.00	\$146,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/04/12	10/08/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--1---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/03/12	10/09/12	1--1---		2		\$900.00		0.00					
N 2	WXYZ	10/03/12	10/09/12	6am News M-F Action News 6am	CM	6-7am M-F	-11-1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/03/12	10/09/12	-11-1--		3		\$1,800.00		0.00					
N 3	WXYZ	10/03/12	10/09/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **312683** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1053**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/03/12	10/09/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	11111--					5	\$2,000.00		0.00		
N 4	WXYZ	10/03/12	10/09/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--11-1--	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$1,000.00		0.00		
N 5	WXYZ	10/04/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1--1---	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	1--1---					2	\$800.00		0.00		
N 6	WXYZ	10/03/12	10/09/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--11-1--	:30	3	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$1,500.00		0.00		
N 7	WXYZ	10/04/12	10/09/12	12-1pm M-F 12-1pm	CM	12-1pm	11-1---	:30	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	11-1---					3	\$1,200.00		0.00		
N 8	WXYZ	10/03/12	10/09/12	M-F 1p-2p The Chew	CM	1-2pm M-F	--11-1--	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$800.00		0.00		
N 9	WXYZ	10/04/12	10/08/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1--1---	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	1--1---					2	\$800.00		0.00		
N 10	WXYZ	10/03/12	10/09/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	--11-1--	:30	3	\$1,000.00	P-3	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$1,000.00		0.00		
N 11	WXYZ	10/04/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1--1---	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	1--1---					2	\$1,400.00		0.00		
N 12	WXYZ	10/03/12	10/09/12	5p News 5-6pm M-F	CM	5-6pm M-F	--11-1--	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$1,800.00		0.00		
N 13	WXYZ	10/04/12	10/08/12	6p News 6-630pm M-F	CM	6-630pm M-F	1--1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	1--1---					2	\$2,500.00		0.00		
N 14	WXYZ	10/03/12	10/09/12	7p News M-F 7-730p	CM	7-730pm M-F	--11-1--	:30	3	\$2,500.00	FX	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/03/12	10/09/12	--11-1--					3	\$2,500.00		0.00		
N 15	WXYZ	10/04/12	10/08/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

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Contract / Revision **312683** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1053**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WXYZ	10/04/12	10/08/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	1--1---					2	\$3,000.00		0.00			
N16	WXYZ	10/08/12	10/08/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	M-----					1	\$15,000.00		0.00			
N17	WXYZ	10/03/12	10/09/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-11-111	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-11-111					5	\$4,000.00		0.00			
N18	WXYZ	10/04/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	-1-1---	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	1--1---					2	\$2,000.00		0.00			
N19	WXYZ	10/03/12	10/03/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesd	-W----	:30	1	\$7,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	--W----					1	\$7,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/03/12-10/09/12		Wednesday Prime C		10-11pm Wednes	--W-----	:30		(\$7,500.00)		0.00	NM		
Credited															
N20	WXYZ	10/04/12	10/04/12	Thursday Prime B Greys Anatomy	CM	9-10pm Thursday	---T---	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	---T---					1	\$14,000.00		0.00			
N21	WXYZ	10/05/12	10/05/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	----F--					1	\$5,000.00		0.00			
N22	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S-					1	\$900.00		0.00			
N23	WXYZ	10/06/12	10/06/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S-					1	\$2,000.00		0.00			
N24	WXYZ	10/06/12	10/06/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S-					1	\$3,000.00		0.00			
N25	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S					1	\$900.00		0.00			
N26	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S					1	\$1,800.00		0.00			



WXYZ

Print Date: 10/02/12

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Contract / Revision **312683** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1053**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	10/07/12	10/07/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$6,000.00	FX	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S					1	\$6,000.00		0.00			
N28	WXYZ	10/07/12	10/07/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	-----S					1	\$10,000.00		0.00			
Totals														58	\$146,200.00